

## WHAT

### **Free is Too Cheap**

Free is Too Cheap is a browser add-on. A browser add-on is computer code that gets executed after the browser is ready with loading a webpage. Users need to install a browser add-on for the code to have an effect. My add-on added a new section to every website which would fill half the screen. Everytime an user go's to a website where Google makes use of the hard drive of the user. My section will inform the user that he/she has made money because Google is paying rent for using the users hard drive. About 80% of the websites will tell the user that money is earned if the add-on is installed. In reality no money gets transferred.

### **Biebearcher**

This project is a website where you are prompted to "Biebearch" your hero. You can fill in the fullname of your hero and click the Biebearch button. The website will then calculate how popular your hero is on Youtube in comparison to Justin Bieber. Most of the hero's are less than 0.1% "Bieber". Apart from calculating the popularity of your hero it will also recommend people to you that you may also like. For instance if you Biebearch Ghandi (who is 0.003% Bieber) the page will recommend peace activists and political leaders from India. You can click on links under the names of the recommended people to visit their Wikipedia page.

### **Into the Deep**

Into the Deep is a performance where I mimic the movements of a computer program, which has learned itself how to make a virtual 3D model of a human like figure walk. These movements look unnatural. I performed the movements in a shopping street in Rotterdam on a daily basis at 4pm. At that time the audience could take a seat and look through the big windows of the gallery to see me "walk" through the shopping crowd. Afterwards I would go inside the gallery and have a conversation with the audience. This conversation would start with me asking questions about what the audience has seen, felt and thought while experiencing the performance. Later I would tell them what the inspiration for my movements were.

## WHY AND HOW

### **Free is to Cheap**

If I want to use an office to start up a business to make money I have to pay rent to the owner of the building where that office is located. When Google makes money by selling targeted advertisements it makes use of my hard drive. It would be impossible for Google to "target" me if they didn't store a file with a digital identity on my hard disk. I think it's unfair that Google does not have to pay rent when it makes use of my property when I go on the Internet, while I pay for the things I use. With Free is Too Cheap I wanted to raise awareness for this.

To do this I created a fake message, that seems to come from Google, which would inform you that you make money out of the Google Union. This Union claims that it takes care of your interests and transfers money every time Google makes use of your hard drive.

### **Biebearcher**

I'm disappointed in the fact that I got to now Justin Bieber despite I didn't want to, while at the same time I have a hard time finding people that do interest me. I wanted to make a tool that introduce me to new people I wanted to now while making clear that the attention of society drifts off to a small group of people that are not necessarily interesting.

I created a tool that will do suggestions to you based on people you give as an input. By asking my audience for a hero I'm relatively sure that they will like this person. There's a change that the audience will also like the suggested people making it easier for them to find the people they want to learn about. Youtube measures popularity by keeping track of how often a video is viewed. The more it's viewed the more popular it is. There is a small group of artists that have a tremendous popularity on Youtube. Justin Bieber is the most popular one and through showing how unpopular the hero's of the audience are in comparison to Bieber I want to prove to the audience that society is not geared to put a wide range of interesting personalities in the spotlights.

### **Into the Deep**

I think that an oversimplification of computer systems is a bad thing. We should become aware and discuss what computer programs are doing and how their functioning changes our social reality. Especially now that computers become more powerful and ambiguous, meaning that they blend more and more in our environment without us realizing that they are there, while being more capable than ever. With Into the Deep I wanted to find a way to make the workings of a computer system on a social and technological level visible, especially the propositions of the designers that not only result in poor walking, but also envisions selfishness as something natural.

By mimicking how a computer that has learned to make a virtual model walk by itself (meaning that no human has explicitly told it how the model should move) and putting this into a contrast with how real people walk I created the opportunity to discuss how the software was working. If you see the movements of real people and the "learned" movements next to each other it is clear that the computer is doing something wrong. By facilitating a discussion afterwards, people would get a change to over think how computers learn and the things that designers took into consideration to achieve the learning.